

52. (New) A method for reporting incoming and outgoing calls having associated call transaction data, the calls being associated with one or more target line numbers, the method comprising:

accessing the call transaction data associated with calls received by the one or more target line numbers and calls placed by the one or more target line numbers;

processing the call transaction data;

providing electronic access to the call transaction data; and

facilitating dynamic report generation of the accessed call transaction data by a subscriber, wherein the subscriber is allowed dynamic, selective control of the report formats in which to present the call transaction data.

A9
concl.

REMARKS

The rejections presented in the Office action mailed October 23, 2001 have been considered. Claims 1-20 and 22-52 are pending in the application. Reconsideration and allowance of the application as amended is respectfully requested.

In paragraphs 1 and 2, the Examiner has rejected Claims 1, and 5-9 under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 5,504,810 to *McNair*. More particularly, the Examiner asserted that *McNair* teaches the method as set forth in Claim 1. The Applicant respectfully traverses the Examiner's rejection, particularly in view of the amendment thereto.

McNair describes a system for providing security against fraudulent remote access to private branch exchange (PBX) in a telephone network. The system detects multiple-leg calls using signal echo techniques. Actual echo delays are compared with delay data retrieved from a lookup table for calls placed from the caller's ANI. Amended Claim 1, however, correlates one or more call originator location parameters, such as zip code, area code, exchange code, or other location parameter to one or more of a plurality of stored location

parameters. The most accurate longitude and latitude is determined regardless of which type of call originator location parameter is provided in the call transaction data, and regardless of the accuracy of the stored location parameters. *McNair* does not describe such an accommodating system as set forth in Claim 1, and does not contemplate any discrepancies between caller location data and stored location data. Further, *McNair* does not store any resulting longitude and latitude, as *McNair* does not seek to ascertain the most accurate longitude and latitude from various call transaction data and stored location data. For example, the *McNair* would apparently be ineffective in an area where ANI data is not provided, where the present invention will provide the most accurate longitude and latitude based on the information provided via the call transaction data and based on the precision of the stored location data. Therefore, *McNair* does not teach the features described in amended Claim 1, and Claim 1 is therefore not anticipated by *McNair*. Applicant therefore respectfully requests withdrawal of the rejection to independent Claim 1.

Dependent Claims 5-9, which are dependent from independent Claim 1, were also rejected under 35 U.S.C. §102(b) as being unpatentable over *McNair*. While Applicant does not acquiesce with the particular rejections to these dependent claims, it is believed that these rejections are now moot in view of the amendments and remarks made in connection with independent Claim 1. These dependent claims include all of the limitations of the base claim and any intervening claims, and recite additional features which further distinguish these claims from the cited references. Therefore, dependent Claims 5-9 are also in condition for allowance.

Claims 2 and 35 stand rejected under 35 U.S.C. §103(a) as being unpatentable over *McNair* in view of U.S. Patent No. 5,999,604 to *Walter*. Claim 2 is dependent from amended independent Claim 1, which, as described above, is allowable over *McNair*. While Applicant does not acquiesce with the particular rejection to Claim 2, this rejection is now moot in view of the amendments and remarks made in connection with independent Claim 1. Claim 2 includes all of the limitations of independent Claim 1 and any intervening claims, and recites

additional features which further distinguish these claims from the cited references. Therefore, dependent Claim 2 is also in condition for allowance.

With respect to Claim 35, the Applicant respectfully traverses the Examiner's rejection. It is submitted that the Examiner has presented arguments with respect to Claim 35 that do not apply to Claim 35. For example, the Examiner argues that *McNair* teaches determining longitudes and latitudes, and storing such longitudes and latitudes. The Applicant points out to the Examiner that Claim 35, as originally filed and as amended herein, do not recite features relating specifically to longitudes and latitudes and storing any longitudes and latitudes or other geographical reference.

Further with respect to Claim 35, the telecommunication transaction attributes set forth are correlated to the geographical reference for each call. The Examiner indicates that *Walter* teaches generating a statistical report, but fails to identify any cited art that teaches or suggests the feature of displaying attributes associated with each call that are correlated to the geographical reference for each call. In any event, Claim 35 has been amended to further indicate that a geographic map is presented, where the map includes indicia to identify the approximate geographical reference related to each call reflected in the call transaction data. Neither *McNair* nor *Walter*, either alone or in combination, arrive at Claim 35. It is therefore respectfully submitted that amended Claim 35 is in condition for allowance.

With respect to Claims 2 and 35, it is also submitted that the Examiner must provide a proper motivation to combine the cited references in order to establish a *prima facie* case of obviousness. The Applicant respectfully submits that this burden has not been met by the Examiner. To establish a *prima facie* case of obviousness based on a combination of references, three basic criteria must be met, as is set forth in M.P.E.P., §2143:

- 1) There must be some suggestion or motivation, either in the reference itself or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings;
- 2) There must be a reasonable expectation of success; and

- 3) The prior art references must teach or suggest all of the claim limitations.

There must be some actual *motivation* to combine the references (*McNair* and *Walter*) found in the references themselves, the knowledge of one of ordinary skill in the art or from the nature of the problem to be solved that would suggest **the combination**. Without a suggestion of the desirability of “the combination,” a combination of such references is made in hindsight, and the “range of sources available, however, does not diminish the requirement for actual evidence.” *In re Dembiczak*, 50 USPQ2d 1614 (Fed. Cir. 1999). It is a requirement that actual evidence of a suggestion, teaching or motivation to combine prior art references be shown, and that this evidence be “clear and particular.” *Id.* Broad conclusory statements regarding the teaching of multiple references, standing alone, are not evidence. *Id.* The examiner must show some objective teaching leading to the combination. *In re Fine*, 837 F.2d 1071, 1075, 5 USPQ2d 1596, 1600 (Fed. Cir. 1988). As stated by the Federal Circuit:

“Combining prior art references without evidence of such a suggestion, teaching, or motivation simply takes the inventor’s disclosure as a blueprint for piecing together the prior art to defeat patentability--the essence of hindsight.”

In re Dembiczak, 50 USPQ2d 1614, (Fed. Cir. 1999) (*citing Interconnect Planning Corp. v. Feil*, 774 F.2d 1132, 1138, 227 USPQ 543, 547 (Fed. Cir. 1985); emphasis added).

Turning to the Examiner’s argued motivation to combine, the Examiner indicated that it would have been obvious to combine the two references “in order to provide several levels of services impact reporting, thus providing users with more versatile and detailed network management capabilities.” Rather than providing “clear and particular” evidence of the motivation to combine, it is respectfully submitted that the Examiner has merely provided a generic result of combining such references. The reason provided by the Examiner do not provide an “**objective teaching leading to the combination**” as required by Federal Circuit precedent. Therefore, it is respectfully submitted that the Examiner has

failed to establish the requisite motivation to combine the cited references, and the *prima facie* case of obviousness must fail.

Claims 3-4, 10-17, and 21-25 stand rejected under 35 U.S.C. §103(a) as being unpatentable over three references, namely *McNair* in view of *Walter*, and further in view of U.S. Patent No. 5,901,214 to Shaffer et al. (hereinafter *Shaffer*). Applicant respectfully traverses the Examiner's rejections.

Claims 3-4 are dependent from amended independent Claim 1 and dependent Claim 2, which, as described above, are allowable over *McNair*. While Applicant does not acquiesce with the particular rejections to Claims 3-4, this rejection is now moot in view of the amendments and remarks made in connection with independent Claim 1. Claims 3-4 include all of the limitations of independent Claim 1 and any intervening claims, and recites additional features which further distinguish these claims from the cited references. Further, Claim 3 has been amended to indicate that the correlation includes comparing at least the postal code of the call originator for the given call to the stored location parameters. None of the cited references, either alone or in combination, provide such a teaching or suggestion. Therefore, dependent Claims 3-4 are also in condition for allowance.

Claims 10-17 are dependent from amended independent Claim 1, which, as described above, is allowable over *McNair*. While Applicant does not acquiesce with the particular rejections to Claims 10-17, this rejection is now moot in view of the amendments and remarks made in connection with independent Claim 1. Claims 10-17 include all of the limitations of independent Claim 1 and any intervening claims, and recites additional features which further distinguish these claims from the cited references. Therefore, dependent Claims 10-17 are also in condition for allowance.

With respect to Claims 21-25, Claim 21 has been canceled. Claim 21 as originally filed contained a typographical error which caused Claim 21 to be dependent from dependent Claim 17, although it was intended to be dependent from independent Claim 18. Claims 22-25 are now dependent from

independent Claim 18, and will be addressed in connection with the response relating to the rejection of Claim 18.

In paragraph number 6, the Examiner rejected Claims 18-20 and 26-30 under 35 U.S.C. §103(a) as being unpatentable over *Walter* in view of U.S. Patent No. 6,134,307 to Brouckman et al. (hereinafter *Brouckman*). The Applicant respectfully traverses the Examiner's rejections. While the Applicant does not acquiesce with the Examiner's rejections, independent Claims 18 and 26 have been amended to facilitate prosecution of the application.

First considering Claim 18, the verifying feature has been amended to indicate that verification is accomplished by performing statistical analysis to determine whether certain variables correspond to parameters defined by the call report requestor. Where the data is valid, a statistical report is generated relating to the call transaction data where a subscriber is afforded selective control over the report formats and presentation parameters that define the manner in which the statistical report is presented to the subscriber. It is respectfully submitted that the cited combination of *Walter* and *Brouckman* fails to teach or suggest all of the claim features of amended Claim 18, and therefore Claim 18 is in condition for allowance.

Claim 21 has been canceled. Claims 19-20 and 22-25, which are dependent from independent Claim 18, were also rejected under 35 U.S.C. §103(a) as being unpatentable over the combination of *Walter* and *Brouckman*. While Applicant does not acquiesce with any particular rejections to these dependent claims, it is believed that these rejections are now moot in view of the remarks made in connection with independent Claim 18. These dependent claims include all of the limitations of the base claim and any intervening claims, and recite additional features which further distinguish these claims from the cited references. "If an independent claim is nonobvious under 35 U.S.C. §103, then any claim depending therefrom is nonobvious." M.P.E.P. §2143.03; citing *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988). Therefore, pending dependent Claims 19-20 and 22-25 are also allowable over the combination of *Walter* and *Brouckman*.

With respect to Claim 26, the claim has been amended to further indicate that the statistical report(s) are generated according to at least one of a plurality of selectable report formats that are dynamically definable by a subscriber of the statistical report. In other words, the subscriber is afforded dynamic report generation based on the subscriber's selections. At least this aspect is not taught nor suggested by *Walter* or *Brouckman*, either alone or in combination. It is therefore respectfully submitted that Claim 26 as amended is allowable over the cited prior art.

Claims 27-30, which are dependent from independent Claim 18, were also rejected under 35 U.S.C. §103(a) as being unpatentable over the combination of *Walter* and *Brouckman*. While Applicant does not acquiesce with any particular rejections to these dependent claims, it is believed that these rejections are now moot in view of the remarks made in connection with independent Claim 18. These dependent claims include all of the limitations of the base claim and any intervening claims, and recite additional features which further distinguish these claims from the cited references. Therefore, pending dependent Claims 27-30 are also allowable over the combination of *Walter* and *Brouckman*.

It is noted that, with respect to Claims 18-30, the Examiner has provided the same "motivation" to combine the *Walter* and *Brouckman* references as was provided by the Examiner as motivation to combine *McNair* and *Walter* previously. More particularly, the Examiner has indicated that the motivation to combine *Walter* and *Brouckman* is "in order to provide several levels of services impact reporting, thus providing users with more versatile and detailed network management capabilities." Rather than providing "clear and particular" evidence of the motivation to combine, it is respectfully submitted that the Examiner has again merely provided a generic result of combining such references. The reason provided by the Examiner do not provide an **"objective teaching leading to the combination"** as required by Federal Circuit precedent. The fact that the Examiner has used the identical "motivation" argument for different combinations of references indicates that the recited "motivation" is

merely a conclusory statement made in hindsight. Therefore, it is respectfully submitted that the Examiner has failed to establish the requisite motivation to combine the cited references, and the *prima facie* case of obviousness must fail.

In paragraph number 7, Claims 31-34 stand rejected under 35 U.S.C. §103(a) as being unpatentable over *Walter*, in view of *Brouckman*, and further in view of *McNair*. The Applicant respectfully traverses the Examiner's rejections. The Examiner has identified *McNair* as teaching a plurality of selectable "map" formats, and identifies FIG. 5 of *McNair* as providing such a teaching. FIG. 5 of *McNair* does not describe or illustrate a map at all - it is merely a list of variables. The Applicant respectfully submits that *McNair* does not teach or suggest providing any geographic map formats at all, and it is unclear to the Applicant how FIG. 5 teaches or suggests the use of maps. As can be seen from at least pages 17-19 of the present application, selectable map formats can be provided to visually illustrate information on a visual representation of a geographic map. It is respectfully submitted that none of the cited prior art references teach or suggest such a format, and therefore Claims 31-34 are allowable over the cited prior art.

With respect to Claims 31-34, the Examiner has identified the motivation to combine all three of these references as "to provide benefits, such as improved connection efficiency." The Applicant respectfully submits that this falls well short of the required clear and particular evidence for combining references. The Examiner's reason of "to provide benefits" is an entirely generic statement that provides no objective teaching leading to the combination. It is clear that the Examiner has failed to establish a *prima facie* case of obviousness for failure to provide the requisite motivation to combine these three references, as well as for failure to teach any map format as set forth in the claims. Claims 31-34 are therefore in condition for allowance.

It is also noted that Claims 31-34 are dependent from amended Claim 26, which is in condition for allowance as set forth above. Dependent Claims 31-34 include all of the limitations of Claim 26 and any intervening claims, and recite additional features which further distinguish these claims from the

cited references. Therefore, pending dependent Claims 31-34 are also allowable over the combination of *Walter, Brouckman, and McNair*.

The Applicant has presented new Claims 36-52 which provide additional scopes of the invention. These claims are supported by the original Specification, and no new matter has been added. It is also submitted that Claims 36-52 are allowable over the cited prior art of record, and favorable consideration and allowance is respectfully requested.

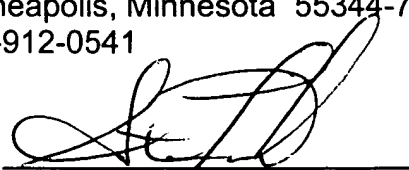
CONCLUSION

Applicants respectfully submit that the pending claims are patentable over the cited prior art of record, and that the application is in condition for allowance. If the Examiner believes it necessary, the undersigned attorney of record may be contacted at 952-912-0541 to discuss any issues related to this case.

Respectfully submitted,

Altera Law Group, LLC
6500 City West Parkway, Suite 100
Minneapolis, Minnesota 55344-7701
952-912-0541

Date: 2/12/02

By: 
Steven R. Funk
Reg. No. 37,830

APPENDIX A

AMENDED CLAIMS ILLUSTRATING CHANGES MADE THERETO PURSUANT TO 37 C.F.R. §1.121(c)(1)(ii)

Note that the claims in the application are presented for ease of reference, and claims that are amended are marked "Amended"; claims that are withdrawn from consideration are marked "Canceled"; claims that are added are marked "New"; and claims that are not amended are marked "Unchanged". Claims previously canceled and therefore no longer pending are not identified below. Therefore, please amend, cancel, add, or leave unchanged the claims as indicated below:

1. (Amended) A method for reporting calls having associated call transaction data, the calls being from a call originator to a call recipient, the method comprising [the steps of:
 - accessing the call transaction data, including at least one of a plurality of possible call originator location parameters;
 - correlating one or more of a plurality of possible call originator location parameters provided with the call transaction data with one or more of a plurality of stored location parameters;
 - determining an approximate longitude and latitude of the call originator for each call [using the call transaction data] based on a closest correlation of the stored location parameters and the call originator location parameters associated with the call transaction; and
 - storing the approximate longitude and latitude.

2. (Unchanged) The method of claim 1 and further comprising:
 - generating a statistical report related to the call transaction data and including the approximate longitude and latitude of the call originator for each call.

3. (Amended) The method of claim 2 wherein the [call transaction data] call originator location parameters for a given call includes a postal code of the call originator for the given call, and wherein:

correlating comprises comparing at least the postal code of the call originator for the given call to the stored location parameters; and

determining an approximate longitude and latitude comprises identifying the longitude and latitude associated with the stored location parameter matching the postal code [using the postal code to obtain the approximate longitude and latitude] of the call originator.

4. (Amended) The method of claim 3 wherein identifying the longitude and latitude comprises identifying [the determining step comprises correlating the postal code with] the longitude and latitude of a geographic centroid of an area defined by the postal code.

5. (Amended) The method of claim 1 wherein the [call transaction data] call originator location parameters include[s] an area code of a telephone line number of the call originator, and wherein:

correlating comprises comparing at least the area code of the call originator for the given call to the stored location parameters; and

[the]determining an approximate longitude and latitude [step] comprises identifying the longitude and latitude associated with the stored location parameter matching the area code [using the area code of the telephone line number] of the call originator [to obtain the approximate longitude and latitude].

6. (Amended) The method of claim 5 wherein identifying the longitude and latitude comprises identifying [the determining step comprises correlating the area code with] the longitude and latitude of a geographic centroid of an area defined by the area code.

7. (Amended) The method of claim 1 wherein the [call transaction data] call originator location parameters comprise[s] an area code and exchange code of a telephone line number of the call originator, and wherein:

correlating comprises comparing at least the area code and exchange code of the call originator for the given call to the stored location parameters; and

[the]determining an approximate longitude and latitude [step] comprises identifying the longitude and latitude associated with the stored location parameter matching [using] the area code and exchange code of the telephone line number of the call originator [to obtain the approximate longitude and latitude].

8. (Amended) The method of claim 7 [5] wherein identifying the longitude and latitude comprises identifying [the determining step comprises correlating the area code and exchange code with] the longitude and latitude of a geographic centroid of an area defined by the area code and exchange code.

9. (Amended) The method of claim 1 further comprising providing a geographic map identifying [including] the approximate longitude and latitude of the call originator for a given call [second party to a call].

10. (Amended) The method of claim 1 wherein the call originator location parameters of the call transaction data includes a postal code of the call originator, the method further comprising obtaining a nine-digit database including a plurality of approximate longitudes and latitudes, each corresponding to a particular nine-digit postal code, and obtaining a five-digit database including a plurality of approximate longitudes and latitudes, each corresponding to a particular five-digit postal code, and the determining step further comprising:

if the postal code is contained in the nine-digit database, assigning the corresponding longitude and latitude from the nine digit database to the call; and

if the postal code is not contained in the nine-digit database, but a first five digits of the postal code are contained in the five-digit database, assigning the corresponding longitude and latitude from the five digit database to the call.

11. (Unchanged) The method of claim 10 further comprising obtaining a three-digit database including a plurality of approximate longitudes and latitudes, each corresponding to a particular three-digit postal code, the determining step further comprising:

if the postal code is not contained in the nine-digit database or the five-digit database, but the first three digits of the postal code are contained in the three-digit database, assigning the corresponding longitude and latitude from the three digit database to the call.

12. (Amended) The method of claim 11 wherein the call originator location parameters of the call transaction data includes a telephone line number of the call originator and further comprising obtaining an exchange code database including a plurality of approximate longitudes and latitudes, each corresponding to a particular area code and exchange code, and the determining step further comprising:

if the postal code is not contained in the nine-digit database, the first five digits of the postal code are not contained in the five-digit database, and the first three digits of the postal code are not contained in the three-digit database, but the first six digits of the telephone line number are contained in the exchange code database, assigning the corresponding longitude and latitude from the exchange code database to the call.

13. (Unchanged) The method of claim 12, further comprising obtaining an area code database including a plurality of approximate longitudes and latitudes, each corresponding to a particular area code, and the determining step further comprising:

if the postal code is not contained in the nine-digit database, the first five digits of the postal code are not contained in the five-digit database, the first three digits of the postal code are not contained in the three-digit database, and the first six digits of the telephone line number are not contained in the exchange code database, but the first three digits of the telephone line number are contained in the area code database, assigning the corresponding longitude and latitude from the area code database to the call.

14. (Unchanged) The method of claim 13, the determining step further comprising:

if the postal code is not contained in the nine-digit database, the first five digits of the postal code are not contained in the five-digit database, the first three digits of the postal code are not contained in the three-digit database, and the first six digits of the telephone line number are not contained in the exchange code database, and the first three digits of the line number are not contained in the area code database, assigning a special longitude and latitude, indicating unknown origin, to the call.

15. (Amended) The method of claim 1 wherein the call originator location parameters of the call transaction data includes a postal code of the call originator and a telephone line number of the call originator, the postal code containing one of fewer than five digits, between five and nine digits, or more than nine digits, the method further comprising obtaining an exchange code database including a plurality of approximate longitudes and latitudes, each corresponding to a particular area code and exchange code, and obtaining an area code database including a plurality of approximate longitudes and latitudes, each corresponding to a particular area code, and the determining step further comprising:

if the first six digits of the telephone line number are contained in the exchange code database, assigning the corresponding longitude and latitude from the exchange code database to the call; and

if the first six digits of the line number are not contained in the exchange code database, but the first three digits of the line number are contained in the area code database, assigning the corresponding longitude and latitude from the area code database to the call.

16. (Unchanged) The method of claim 15, the determining step further comprising:

if the first six digits of the telephone line number are not contained in the exchange code database, and the first three digits of the line number are not contained in the area code database, assigning a special longitude and latitude, indicating unknown origin, to the call.

17. (Unchanged) The method as in any of claim 1, further comprising:
assigning a value to the assigned longitude and latitude, the value indicating a degree of accuracy of the assigned longitude and latitude.

18. (Amended) A method for reporting call records of calls having associated call transaction data, the method comprising the steps of:

accessing the call transaction data;

verifying the validity of the call transaction data by performing statistical analysis to determine whether certain variables correspond to parameters defined by the call report requestor; and

LAB

if the call transaction data is valid, generating a statistical report related to the call transaction data wherein a subscriber selectively controls report formats and presentation parameters that define the manner in which the statistical report is presented to the subscriber.

19. (Unchanged) The method of claim 18 wherein the call transaction data is identifiable to one of a plurality of call originators and wherein the statistical reports are generated for a report requestor requesting a report for a predefined set of telephone line numbers and wherein the verifying step is

performed with respect to the call transaction data for each particular report requestor.

20. (Unchanged) The method of claim 19 wherein the verifying step is performed with respect to aggregated call transaction data.

21. (Canceled).

22. (Amended) The method of claim 18 [21] wherein the parameters are established using previously collected statistical call transaction data.

23. (Unchanged) The method of claim 22 wherein the established parameters are adjusted over time as additional statistical call transaction data is collected.

24. (Amended) The method of claim 18 [21] wherein the established parameters vary from one call report requestor to another.

25. (Amended) The method of claim 18 [21] wherein the variables comprise the number of calls placed or received in a particular time period.

26. (Amended) A method of reporting local call records for calls having associated call transaction data, the method comprising the steps of:

accessing the call transaction data;

processing the call transaction data; and

generating a statistical report related to the call transaction data

and according to one of a plurality of selectable report formats dynamically definable by a subscriber of the statistical report.

27. (Unchanged) The method of claim 26 wherein the plurality of selectable report formats comprises a plurality of selectable table formats.

28. (Unchanged) The method of claim 27 wherein the plurality of selectable table formats comprises tables providing information relating to at least one of most frequently called line numbers, most frequently called postal codes, most frequent callers, most frequently called-from postal codes, new callers, newly-called line numbers, call duration, unanswered calls and busy signals.

29. (Unchanged) The method of claim 26 wherein the plurality of selectable report formats comprises a plurality of selectable graph formats.

30. (Unchanged) The method of claim 29 wherein the plurality of selectable graph formats comprises graphs providing information relating to at least one of most frequently called line numbers, most frequently called postal codes, most frequent callers, most frequently called-from postal codes, new callers, newly-called line numbers, call duration, unanswered calls and busy signals.

31. (Unchanged) The method of claim 26 wherein the plurality of selectable report formats comprises a plurality of selectable map formats.

32. (Unchanged) The method of claim 31 wherein the plurality of selectable map formats comprises maps providing information relating to at least one of most frequently called line numbers, most frequently called postal codes, most frequent callers, most frequently called-from postal codes, new callers, newly-called line numbers, call duration, unanswered calls and busy signals.

33. (Unchanged) The method of claim 31 wherein the plurality of selectable map formats comprises maps indicating an approximate geographic location of a call originator.

34. (Unchanged) The method of claim 31 wherein the plurality of selectable map formats comprise maps having boundaries automatically generated based on the call transaction data.

35. (Amended) A method for reporting calls having associated call transaction data, the calls being from a call originator to a call recipient, the method comprising [the steps of]:

accessing the call transaction data;

determining an approximate geographical reference related to each call reflected in the call transaction data; [and]

displaying a geographic map having indicia to identify the approximate geographical reference related to each call reflected in the call transaction data; and

displaying a plurality of variable telecommunication transaction attributes associated with each call and correlated to the geographical reference for each call.

36. (New) The method of claim 18, wherein verifying the validity of the call transaction data comprises verifying the validity of the call transaction data on an overall level and an individual subscriber level.

37. (New) The method of claim 36, wherein verifying the validity of the call transaction data on an overall level comprises comparing aggregate call transaction data against first parameters maintained for aggregate call transaction data.

38. (New) The method of claim 36, wherein verifying the validity of the call transaction data on an overall level comprises comparing call transaction data unique to the subscriber against second parameters maintained for subscriber-specific call transaction data.

39. (New) A method for reporting calls having associated call transaction data, the calls being from one or more call originators to a call recipient, the method comprising:

- accessing the call transaction data associated with the call recipient;
- processing the call transaction data;
- providing electronic access to the call transaction data; and
- facilitating dynamic report generation of the accessed call transaction data by a subscriber, wherein the subscriber is allowed dynamic, selective control of the report formats in which to present the call transaction data.

40. (New) The method of Claim 39, wherein providing electronic access to the call transaction data comprises distributing the call transaction data via a network.

41. (New) The method of Claim 40, wherein distributing the call transaction data via a network comprises distributing the call transaction data via the Internet.

42. (New) The method of Claim 41, wherein facilitating dynamic report generation of the accessed call transaction data by a subscriber comprises allowing the subscriber to dynamically select at least one of a plurality of the report formats in which to present the call transaction data, wherein the plurality of the report formats comprises at least a table, a graph, and a map.

43. (New) The method of Claim 42, further comprising allowing the subscriber to dynamically modify presentation parameters to present a selected subset of the call transaction data pursuant to the selected report format.

44. (New) The method of Claim 43, wherein allowing the subscriber to dynamically modify presentation parameters comprises allowing the subscriber to dynamically identify a date range of the call transaction data.

45. (New) The method of Claim 43, wherein allowing the subscriber to dynamically modify presentation parameters comprises allowing the subscriber to dynamically identify one or more fields of the call transaction data which is to be presented pursuant to the selected report format.

46. (New) The method of Claim 43, wherein allowing the subscriber to dynamically modify presentation parameters comprises allowing the subscriber to dynamically identify mathematical calculations of one or more corresponding fields of the call transaction data which is to be presented pursuant to the selected report format.

47. (New) The method of Claim 46, wherein allowing the subscriber to dynamically identify mathematical calculations comprises allowing the subscriber to identify collective totals of one or more corresponding fields of the call transaction data which is to be presented pursuant to the selected report format.

48. (New) The method of Claim 46, wherein allowing the subscriber to dynamically identify mathematical calculations comprises allowing the subscriber to identify averages of one or more corresponding fields of the call transaction data which is to be presented pursuant to the selected report format.

49. (New) The method of Claim 39, wherein facilitating dynamic report generation of the accessed call transaction data by a subscriber comprises allowing the subscriber to dynamically select at least one of a plurality of the report formats in which to present the call transaction data, wherein the plurality of the report formats comprises at least a visual representation of a geographic

map that identifies the approximate geographic origin of the calls made to the call recipient by the one or more call originators.

50. (New) The method of Claim 49, further comprising visually distinguishing different areas of the visual representation of the geographic map corresponding to variations in the number of calls made to the call recipient by the one or more call originators.

51. (New) The method of Claim 39, further comprising providing business recommendations based on the processed call transaction data.

52. (New) A method for reporting incoming and outgoing calls having associated call transaction data, the calls being associated with one or more target line numbers, the method comprising:

- accessing the call transaction data associated with calls received by the one or more target line numbers and calls placed by the one or more target line numbers;

- processing the call transaction data;

- providing electronic access to the call transaction data; and

- facilitating dynamic report generation of the accessed call transaction data by a subscriber, wherein the subscriber is allowed dynamic, selective control of the report formats in which to present the call transaction data.